

Message Text

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62

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 USIA-15 BIB-01 COME-00 CIAE-00

DODE-00 INR-07 NSAE-00 PA-02 PRS-01 SP-02 FCC-02 L-03

/053 W

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P 252025Z SEP 75

FM EMBASSY OTTAWA

TO SECSTATE WASHDC PRIORITY 7617

UNCLAS OTTAWA 3631

POUCHED TO ALL CONSULS IN CANADA

E.O. 11652: N/A

TAGS: ETEL, CA

SUBJECT: DELETION OF TELEVISION COMMERCIALS

REF: OTTAWA 1529

1. CANADIAN RADIO-TELEVISION COMMISSION (CRTC) ON SEPTEMBER 24 DIRECTED CABLE TV SYSTEMS IN THE TORONTO-HAMILTON AREAS TO PREPARE TO DELETE COMMERCIALS FROM US TV RELAYS AND TO SUBSTITUTE CANADIAN MATERIALS. DIRECTIVE IS IN CONTEXT OF LICENSE RENEWALS FOR PERIOD THROUGH MARCH 31, 1978. REQUIREMENT DESCRIBED IN PRESS AS CONDITIONAL OF RENEWAL AND COMPANIES ARE DIRECTED TO REPORT ON PROGRESS BY END OF 1975.

2. TORONTO GLOBE AND MAIL ALSO REPORTED RENEWAL OF THREAT BY BUFFALO, N.Y. STATIONS TO JAM THEIR OWN SIGNALS IN RETALIATION FOR CRTC RULING. NO MENTION MADE OF NEED FOR FCC APPROVAL. CABLE COMPANIES QUOTED AS SAYING THEY COULD EVADE JAMMING WHICH WOULD THUS AFFECT ONLY OFFAIR VIEWERS.

3. COMMENT: TO OUR KNOWLEDGE THIS IS THE FIRST TIME CRTC HAS REQUIRED DELETION/SUBSTITUTION AS CONDITION
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OF ROUTINE LICENSE RENEWAL. SOME 41 CABLE SYSTEMS

IN AFFECTED AREA WERE PARTLY TO PROCEEDINGS AND
PRESUMABLY REQUIREMENT AFFECTS ALL. PRACTICAL EFFECT
OF PRACTICE WHEN IMPLEMENTED WILL THUS BE MUCH GREATER
THAN ACTION ONLY BY ROGERS WHOSE OPERATION WHILE LARGE
EMBRACES ONLY PART OF IMMEDIATE TORONTO AREA.

4. CANADIAN PRESS ITEM FROM SASKATOON ALSO REPORTS
RESOLUTION PASSED BY CANADAIN CHAMBER OF COMMERCE
ON INITIATIVE OF WELLAND, ONTARIO AFFILIATE
CONDEMNING CRTC POLICY. THIS IS FIRST SUCH ACTION BY A GENERAL
BUSINESS GROUP WE HAVE NOTED, BUT WE DOUBT ITS
EFFECTIVENESS ESPECIALLY IN VIEW OF JUNEAU'S MOVE
FROM CRTC TO CABINET.

5. TEXT OF CRTC ORDER WILL BE FORWARDED PROMPTLY TO
EUR/CAN, EB/TT/TD AND FCC.
JOHNSON

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ADVERTISING, TELEVISION BROADCASTING, CABLE TELEVISION, LICENSES
Control Number: n/a
Copy: SINGLE
Draft Date: 25 SEP 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975OTTAWA03631
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750333-0341
From: OTTAWA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750914/aaaaamje.tel
Line Count: 78
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 OTTAWA 1529
Review Action: RELEASED, APPROVED
Review Authority: MartinML
Review Comment: n/a
Review Content Flags:
Review Date: 19 MAR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19 MAR 2003 by maustmc>; APPROVED <11 FEB 2004 by MartinML>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: DELETION OF TELEVISION COMMERCIALS
TAGS: ETEL, CA, US, CRTS
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006